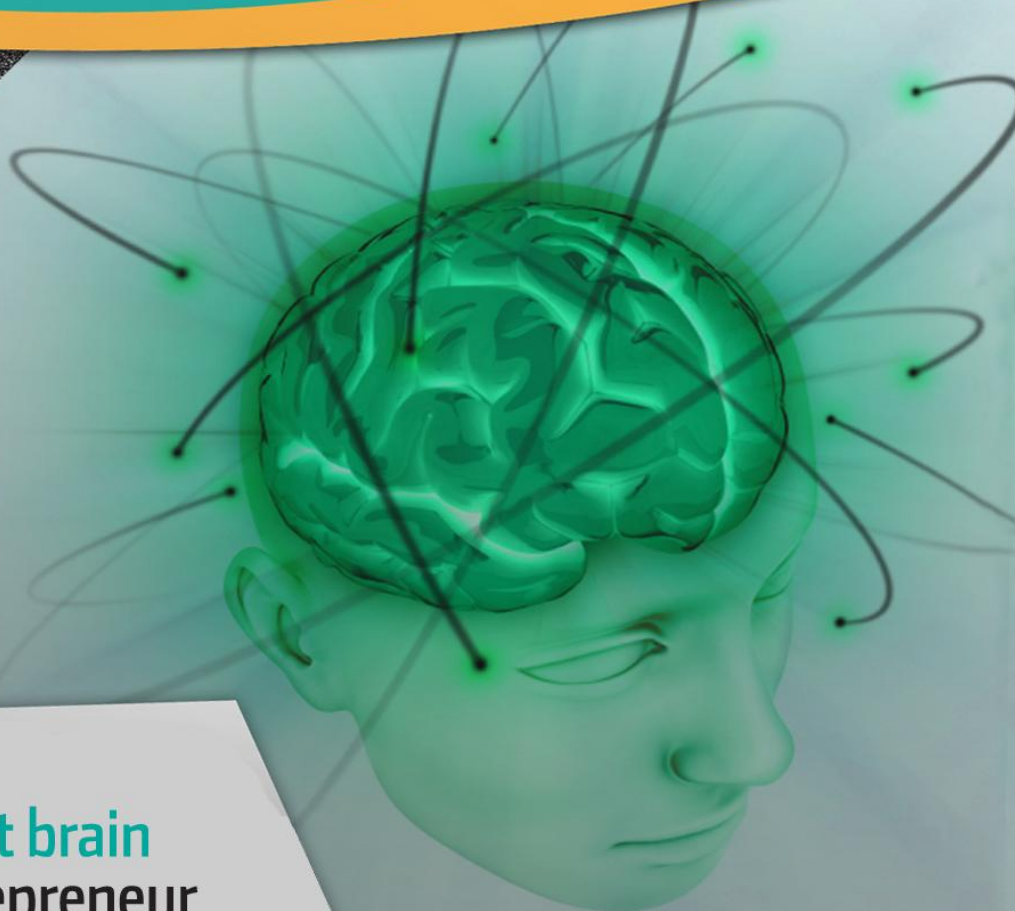


# Master Your Mind

## 6 Steps to Success



the  
right brain  
entrepreneur

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# About the Author

**W**ith an extensive background in psychology and the arts, (BA / Georgetown University and MA / New York University) Stephanie Staidle has over seven years experience as a counselor, art therapist and personal/professional development coach. She is a nationally board certified creative art therapist ([ATR-BC](#)) and licensed in the state of New York ([LCAT](#)).



Prior to receiving her Masters in Art Therapy at NYU, she spent many years working for large corporations doing marketing and advertising for clients such as American Express and Clear Channel. Stephanie has developed ground-breaking technology that merges the psychology of art with business development to create workplace cohesion and permanent performance breakthroughs for companies. She founded The Right Brain Entrepreneur (TRBE), a company that makes this training readily available to entrepreneurs worldwide.



Stephanie has over 7 years experience as a counselor and personal development coach. She has led team building and problem-solving workshops for corporations and has done one-on-one sessions with individual professionals from Google and Ebay. She created art therapy programs in NYC and Haiti, organized a vision board project at TedxFidiWomen 2013 in San Francisco, will be offering a ten session series on EVOX network in 2014 and will be offering a vision board workshop at SXSW 2014 in Austin, TX.



# Introduction

**W**ho is this book for? This book is for entrepreneurs at every level of developing a business. You want to read this if you are a new entrepreneur who is trying to expand your business and looking for ways to innovative and grow. If you are a seasoned business owner with a company whose results have plateaued, struggling with disengaged employees, this book offers a unique solution to break through these barriers.

Do you feel like you have taken many actions, in life or business, but you keep getting the same results? Has joy and inspiration been replaced with frustration and exhaustion? Businesses coming out of a recession have difficulty finding creative solutions and struggle to make the most out of limited resources. This book is for any company who wants to maintain a competitive advantage as an industry leader through creativity thinking.



According to a major 2010 IBM survey of more than 1,500 Chief Executive Officers from 60 countries and 33 industries worldwide, CEO's believe that -- more than rigor, management discipline, or integrity -- successfully navigating an increasing complex world will require **CREATIVITY.** \*

More research shows that leaders who possess strong problem-solving skills and 'out of box' thinking have the highest long-term success. What would your company be like if creativity was more prevalent and readily applied to challenges? By using the psychology and science behind the process, The Right Brain Entrepreneur (TRBE) helps you transform and accelerate your company's performance. With our approach, a project that once took weeks could be completed in a matter of days, from brainstorming to implementation.

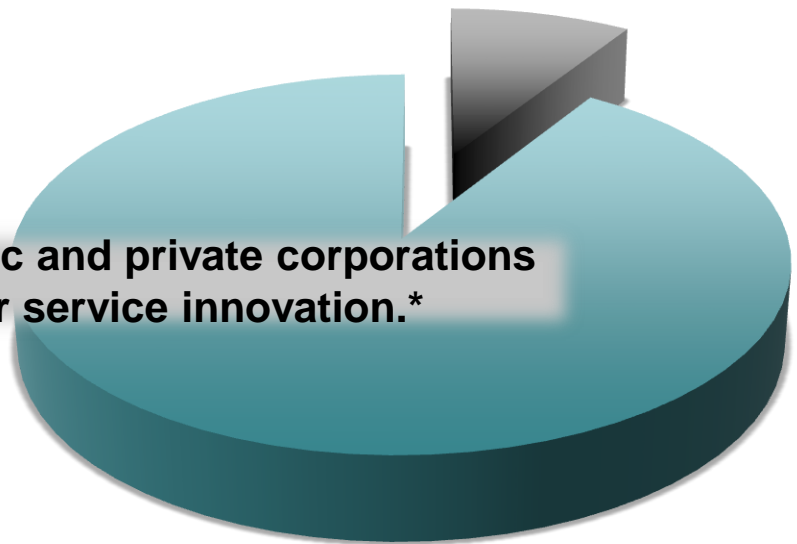
*What would this be worth to your bottom line?*



Imagine new solutions and products created in less time and happier employees who can achieve balance in their life because they spend less time turning their wheels at work. Imagine employees who are more productive and more creative.

Surprisingly, only a small percentage of companies do professional development. Investing in your 'human capital' is a guaranteed way to improve your competitive advantage.

**Only 9% of all US public and private corporations do any product or service innovation.\***



**CEOs say that creativity is a crucial leadership skill, but few do anything about it.**



# What You'll Learn

- ❖ **The way western society sets up most businesses to think in a certain way that actually limits their success**
- ❖ **What is *really* keeping you from achieving the results you want and why**
- ❖ **How to break through the self-imposed thinking patterns that have been keeping you (and your employees) stuck**
- ❖ **The basic neuroscience behind creativity, and how to easily harness your brain's full power for improved innovation and problem-solving**
- ❖ **Six actions you can take now to begin to increase your competitive advantage and create breakthrough results**





# We Don't Need No Education

**W**hether we like to admit it or not, our society and educational systems affect how we grow as human beings and, namely, how we approach life's challenges. Education is important, but prevalent research and leading experts are showing that our educational system limits our potential creativity and brilliance.

When you were young all you wanted to do was draw and play. Your mind was full of imagination and ideas; your existence full of self-expression and fun. This is a stark contrast from the life of most adults in business. Multiple studies have found children's capacity for creative solutions to perform at genius levels, *but* this ability to be innovative steadily decreases as we get older.\*

*Why?* What is responsible for this decline? Where does this creative capacity go?

\*Land, G. & Jarman, B. (1998) Breakpoint & Beyond,



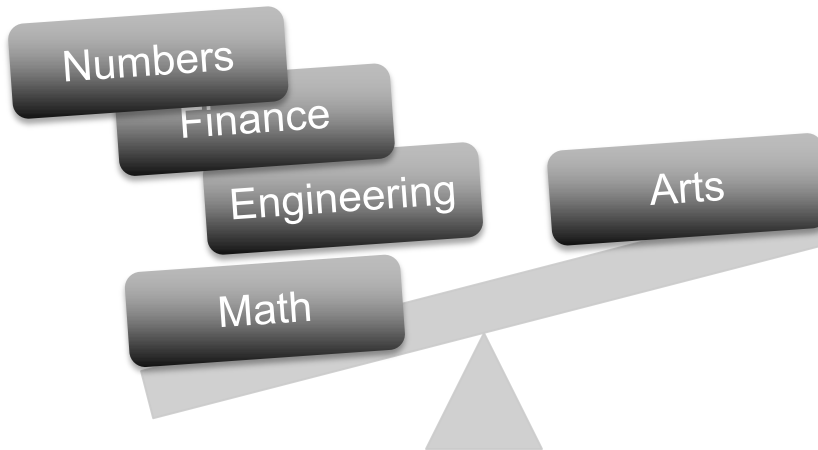
Our education system was built during the Industrial Revolution and had a specific purpose: to teach skills that would directly apply to trade jobs. The result was a school system with an emphasis on the necessary subjects of math, science, and English. Today, your grades in these subjects determine academic progress, however the arts (dance, painting, music, etc) are usually only offered as extra-curricular (OUTSIDE of the necessary primary curriculum) and rarely are considered a meaningful way to evaluate a student's progress or knowledge. When schools seek to lower or tighten their budgets, the arts are usually the first programs cut.

This educational trend is further supported by society's standards and the most valued jobs available. In a 2012 Payscale.com survey, the highest paying U.S. jobs were in math, engineering, and finance. The lowest paying jobs were in education, arts, and social work.



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Most of us have been trained to deny our inherent creativity throughout our education and rewarded financially to specialize in certain subjects. What I will demonstrate is how these academic and social standards encourage us to deny our innate creativity and diminish our ability to truly flourish in today's ultra-competitive global marketplace.



Most of us are completely unaware of our hidden creative potential, something we were all born with but lies dormant after decades of neglect. The genius potential of our childhood brain doesn't disappear, it is just an atrophied muscle. Business owners envy innovative leaders like Steve Jobs and Mark Zuckerberg, unaware that we each have the *same* capacity for success. The only difference is these leaders know how to tap into that inner creativity, think differently, and provide a culture for their employees to do the same.

The IBM study cited earlier reveals that 60% of CEO's surveyed also said that innovation, as a characteristic, is required to navigate our complex economy. Yet, only 9% of corporations actually invest in product or company innovation, offering further evidence that most businesses lack the resources to tap into the natural human brilliance of their teams.



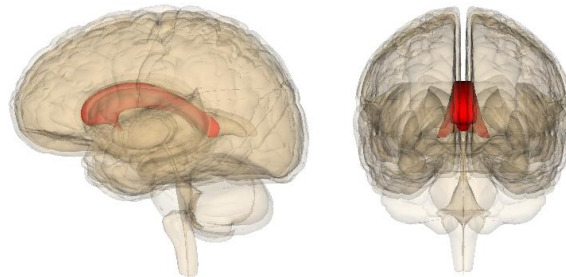
What difference would it make for you and your business if you *could* unleash the power of your brain so you can create new profitable ideas with more ease? If you could build that creative muscle, how would the work environment and your team flourish? For most companies, this would have you stop losing money as you turn your wheels on dead-end projects. It would mean happier employees and an innovative product line.

As you read further, TRBE will show you how to save your company from the high costs of neglecting your creative potential and help you take the necessary actions to help your company thrive in the ever-changing world of modern business.



# Why Use What's Left?

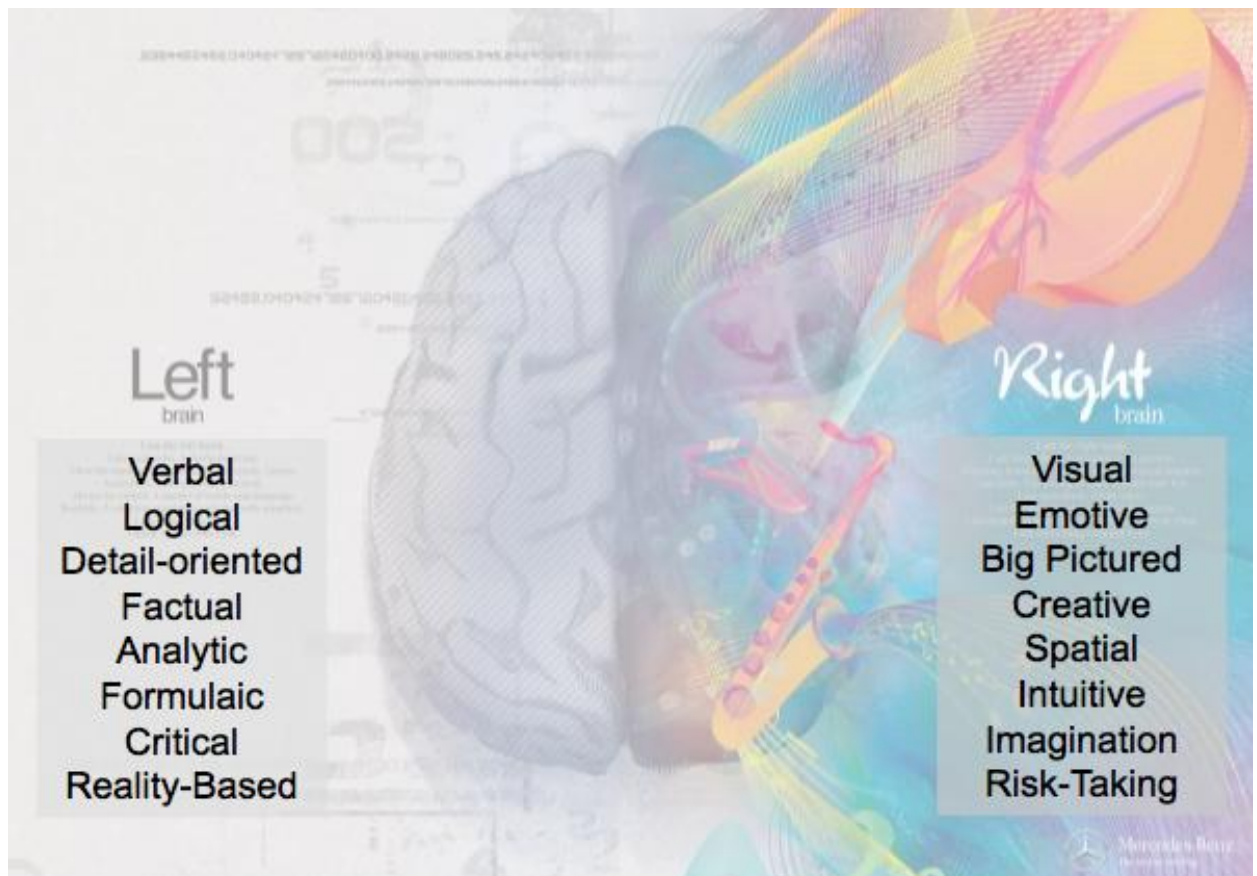
In order to understand the connection between our education and how it impacts our performance in business as adults, we first need to understand the basic science of the brain. The brain is divided into two hemispheres, the right and left - connected by a band of nerves called the corpus callosum.



Roger Sperry discovered the differences between the left and right brain hemispheres in his 1981 Nobel Prize winning “Split-Brain” studies. Sperry learned that each hemisphere is responsible for different brain functions. Although both hemispheres communicate with one another, modern studies continue to show that the brain delegates certain tasks to each hemisphere depending on what information it is processing.



As an overview, the left brain is responsible for verbal functioning, analysis, and logic. The left brain is good at math and risk calculation. The right brain, on the other hand, is the emotive, spatial, and visual center of our brain. The right side is responsible for our creativity. In a sense, it is the playful, risk-taking alter ego. It is also where innovative ideas and 'ah-ha' moments form and grow.



Words and language are processed via our left brain whereas images and pictures are something the left brain can not decipher, leaving it to the right brain. You can and have experienced running in both left and right brain dominant modes as distinct mindsets. In regards to business, we often spend our day running in a left brain mode: talking and analyzing, behaving in accord with established norms to prevent losses.

The right brain mindset is a more fluid, intuitive space. It is activated when you are making art, cooking, gardening or using your visual capacities the most. This mindset is marked by a sense of peacefulness and quiet clarity. But how often do you find yourself in this zone?

**My theory is that most of us spend the majority of our time running in 'left brain' mode, limiting our potential.**





And no wonder, when most of us are powerless to the creative-numbing effects of our educational system that emphasizes left-brain functioning: numbers, analysis and language. As children, almost every single one of us was creative, active, and playful. Even the adult who claims he/she can't draw a stick figure and isn't 'artistic' was probably going crazy with Crayons as a kid! This came naturally and effortlessly when we were young. Why did that self-expression stop?

The good news is that this creative ability wasn't destroyed, rather, it is lying dormant from under-use. When our dominant left-brain 'voice' is silenced, our right brain can express the subconscious, brilliant ideas that have not risen to our awareness. What you will learn next are TRBE techniques to help you control the shift from left mode to right mode – naturally accessing your innate creative potential!



You're now probably asking yourself, "How does one know when we are in left or right brained mode?" I want you to try this small exercise: Take a pen and paper and write your signature. Everyone finds this easy and natural. *Now write the same signature but backwards.* Look at the original version of your signature and copy it but start from the tip of the last letter, tracing the curves **backwards**, from right to left.

What was your experience and initial thoughts? For most people, writing backwards takes more effort and concentration. Many note a quiet focus that takes over, in which background distractions seem to disappear. Something as simple as writing your own name, something you've done thousands of times before, now requires a sense of being present, relieving us momentarily of our stresses and thoughts. This is indicative of a shift to right brained thinking, known to many artists and performers as 'the zone'.



What is important to take away is that you don't have to be an artist to access this mode. You just did it- it is something that already exists, waiting to be tapped into. Unfortunately, our education system and society trained us from childhood to use mostly 'left-brain' thinking. As a result, a great number of people make choices from a survival standpoint using the logic and analysis of our left brain, denying our innate creative expression, purpose, and vision. If you have an MBA, you noticed that business schools focus on finances and analysis, not creative brainstorming or idea generation.

By neglecting the right brain process, business owners limit their potential for innovation and expanded performance. Too many people fail to achieve their full potential because they do not access the full power of their brains in business.



# Why Go Right?

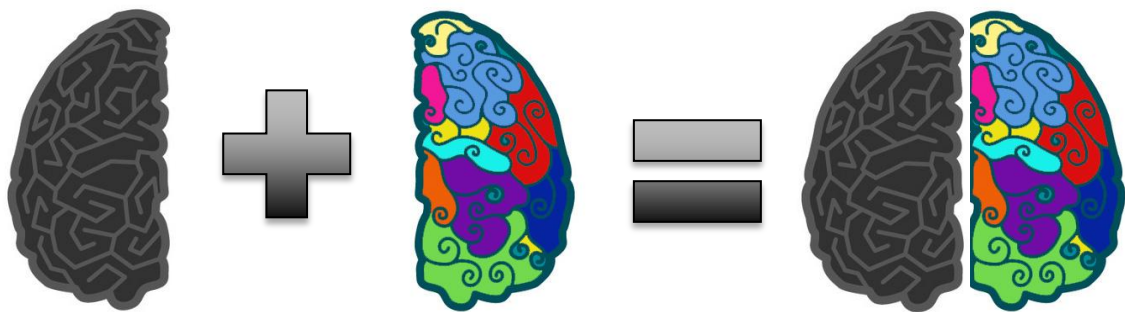
**T**he purpose of this book is not to convert you from a left-brain dominant thinking business person to a right-brained person. The goal is to encourage you to look honestly at your business approach and consider the possibility that you've been using only half of your brain's potential. To ask the question bluntly, what if you've been functioning with a handicap? What if you've been overlooking creative solutions? If everything you see in business is with this partial perspective, with fragmented logic, what else have you been missing?

*"...Studying the arts can help business people communicate more eloquently...can also help companies learn how to manage bright people...Studying the art world might even hold out the biggest prize of all-helping business become more innovative..."*

**-Schumpeter from "The Art of Management", The Economist – February 2011**



As previously mentioned, **every** single person has the ability to tap into his or her inner creativity and innovation. As a human being you *already* have everything you need to be the best, most productive, winning version of yourself. By tapping into your latent right brain with the TRBE techniques in this book, you will naturally (i.e. effortlessly), become more effective and powerful in the face of your challenges. The math is simple: one half plus one half equals a whole. Imagine what may be possible for you and business as you access this innate resource.



As you integrate the two hemispheres, the right brain's spatial and visual strengths will allow you to see the bigger picture and explore different solutions. In fact, when using the right brain to tackle problems, often barriers and blocks that you were previously blind to are now clearly in front of you.

***How else can you find a solution if you aren't aware of the problem?***

As you learn ways to build your right brain muscle your effectiveness in business will increase. Plus, there are some other pleasant side effects as well: you'll have more fun, more energy, and likely find more enjoyment in your work and life. If you use these TRBE techniques with your employees, their happiness will directly impact their performance.



There will be a number of benefits to this approach but the biggest benefit of all is the surge in competitive advantage. You will learn how to foster creativity and innovation for business through right brain thinking. In a world of 'left-brainers', your company will stand out as an innovative, unique space where product ideas flourish.



# New Future of Business

**W**hen Michaelangelo was asked how he created the infamous statue of David, he merely stated, "I saw the angel in the marble and *carved* until I set him free." How do we unleash the power of our right brain, setting it free? How do we release the risk-taking, fun-loving, creative person within? How do we find the 'David' that exists inside us?

Studies have shown that in regards to creativity, only 30% of your potential is attributed to your genes.\* This means 70% of your capacity for creativity is attributed to attitude and behavior. These are elements you can control.

Research has revealed that our brains are adaptive. This characteristic is called neuroplasticity and it means you can literally rewire your brain and develop new neurons, pathways and thinking patterns. You can change the way you perceive risk, navigate problems, and innovate.

\*Craft, Anna. (2001) Creativity in Education.





This understanding puts you in charge of how your life and business go. This approach liberates you from old modes of thinking and the circumstances of DNA. This strips you of your excuses as an entrepreneur but this choice is a source of tremendous power. With TRBE techniques, you train your brain for creative success and you can do this by learning how to exercise your right brain.

Your right brain is hands-on and spatial. Therefore, you can't reach its depths through mere conversation and analysis. The right brain and the neuro-transmitters housed there are activated through visual and tactile means. These creative pathways are also accessed through different activities that strengthen your brain's creative core much like doing reps in a gym. The Right Brain Entrepreneur has created a simple six step formula based in this neuroscience called S.C.R.U.F.F. It is designed to help you redesign and shift your mindset to be more productive, resilient, and inventive.



Below is a brief summary to this ground-breaking technology. I will detail further in this book how each of these techniques help you access your right brain for breakthrough results in performance, communication and a totally redesigned, team-oriented work environment.

**See**

- Make it visual

**Create**

- Get hands on

**Reframe**

- Shift your mindset

**Unplug**

- Ditch the electronics

**Fail**

- Don't fear mistakes

**Fun**

- Make up games



# See

**T**he first and most crucial step of SCRUFF is to ‘See.’ One of the most important ways to tap into your right brain is to start interacting with your business, your scheduling, and your problem solving in visual and hands-on experiences.

**90% of what our brain processes is visual.\***

Furthermore, visuals are processed 60,000 times faster than text and most people only remember 10% of what they read but 30% of what they see.\*\* In business, planning and time management are crucial. How can you streamline your day visually- from concept to completion? If you are an individual who doesn't use a calendar, insisting you can hold it all in your head, you are limiting your potential and creating unnecessary stress by not writing things down!

\*Hyerle, 2000

\*\*3M Corporation, 2001



Although many have taken to using the calendar on their smartphone or computer, using a monthly wall calendar and hand-writing some (or all) of your schedule can make a big difference in productivity as it uses your brain's natural inclination to organize information visually, specifically by taking a 'big picture' view. Use different colors for different projects and deadlines. Write out to-do lists and place them in a clear line of vision, physically crossing off tasks as you achieve them.

*Using multi-colored Post-it's to prioritize 'to-do's or map out different concepts on a wall is a recommended 'right brain' technique!!*



*Why do it this way?* By having your entire day or month visually in front of you, your right brain catalogues the various tasks and helps you organize your plans more effectively. More so, when you can see the bigger picture of your calendar, you may realize things you need to do that you wouldn't have been aware of if these items were in your phone, or worse, only in your head. The result: you get more done.

If you are planning a big event or working on a large project, it is very important to have a bird's eye view of the timeline. Another favorite 'right brain' business tactic of mine is to create project 'maps'. Using the SCRUFF approach, start by physically drawing out goals, deadlines, and ideas and then connecting them like a road map. This triggers the additional brain-power of your right hemisphere in which you will naturally see new ideas and path ways to reach your goals. Geniuses like Darwin and Einstein all used visual planning to brainstorm their ideas.



# Create

**W**e live in a society that promotes a fast-paced environment in which we are taught to believe that by working harder, we will accomplish more. Taking action is what propels us forward, but what actions we take makes all the difference. Most of us spend our days at our jobs or working on our business in 'left brain' mode: analyzing, theorizing, critiquing, formulating plans and talking in meetings.

Our creative right brain houses some of our best ideas and solutions; shifting to right brain mode offers a refuge from our over-worked, critical left brain. It quiets that constant chatter of anxiety, 'to-dos', 'you can'ts'. Furthermore, studies show that serotonin is produced during the creative act. Healing has been improved significantly in medical patients who partake in artistic activities – it has even been shown to decrease depression and improve energy!

\*Carr, Richard. (2008) Art Therapy and Neuroscience,



One could say that tapping into the right brain is akin to a good workout or 'runner's high'. What difference would it make in your life, and your business, if you had more of the 'happy' chemicals? If you want better ideas, clarity and focus, it is important to give the right brain opportunities to be activated. Creating doesn't mean taking art classes, although this is one suggestion. Creating means engaging in the hands-on process. Period.

Remember the 'zone' you went into when you drew your signature backwards? You can revisit this state of mind and focus through any creative, visceral act. If taking a woodshop or ceramics class is not something that interests you, even taking a break to build with Legos, filling coloring pages (like these [Mandalas](#)), and even gardening has you activate the neurons in your right brain, sparking innovation producing signals. It is often during these times when we have an 'ah-ha' moment!



Many people tackle problems by over-analyzing it in hopes of finding a solution hiding somewhere. Consider that the answer doesn't lie within the problem. If it did, it wouldn't be a problem. Your left brain is very useful but it limits you because its job is to keep you in a viscous cycle of scarcity, analysis, and logical or 'safe' thinking. It may have even been this mode of thinking that caused the challenge you are in!

If you want to live outside of the box, find new solutions, or expand your performance, you need to quiet the left brain. You can always return to that results-driven mode, so why not use what has already been given to you: the power of a whole other hemisphere whose sole job is to conceptualize, visualize, and innovate? Plus, doing 'right brain' activities *feels good* and fun. Problem solving, with the help of these TRBE techniques, can now be enjoyable.





# Reframe

**W**hen we think of creativity, many of us think of artists and talent in the form of drawing or painting, while others may think in terms of genius and the innovators in the business community like Apple. However, creativity, and using the right brain, in general, means seeing things differently in a new way. In one of my TRBE workshops, we teach people how to do this by drawing an object looking only at the negative space- the space that is not occupied by the object.

This activity helps because its not the way we were trained to look at things-to observe the environment instead of that which occupies it (however, this is often an exercise artists do in their drawing classes). Part of tapping into your right brain is to take on another perspective and shift your vantage point. Reframing your thoughts and ways of viewing a challenge offers an opportunity for new solutions and can even reduce stress.



Our left brain runs in analytical mode, always looking for what needs to be fixed. In business meetings, often we go straight to what isn't working, piling on more and more evidence as to what is wrong, focusing on the problem that needs to be solved.

*One 'right brain' question to ask is: 'What IS working?'*

It requires a different process, and a bit more effort, but it helps to look at the positives in an overwhelmingly negative situation. This one question lets you immediately step into a creative solution-oriented direction. Take stock in the resources you do have at your disposal. Why not start from the strengths? Build a foundation from what is working instead of what's not.

On a similar thread, another way of reframing comes in the form of gratitude. Often used in meditative practice (something that taps directly into the right brain and dismisses the left-brain verbal chatter). Gratitude is about seeing the opportunities a negative situation brings.



One TRBE technique I often recommend is to start a daily practice of gratitude. Simply write down three things you are grateful for each day. Challenge yourself to do this twice a day: once in the morning and once in the evening. Studies have shown a high correlation between gratitude and happiness.\* This is often related to a shift in mindset. You will be looking for all the things you DO have going for you that you can use to your advantage which naturally increases your problem-solving and resilience. You retrain your brain to look for abundance-existing resources and strengths- instead of scarcity or what you perceive to lack.

A third 'reframing' tactic is to explore possibilities. In the face of great difficulty, it is very easy to fall into victim mode. Instead of creating space for creation, victims get stuck in the effect of circumstance. Creativity- having access to multiple unique solutions - is power. What is more powerful than creation?

\*<http://www.ppc.sas.upenn.edu/articleseligman.pdf>



Our left brain, in auto-mode, goes to 'I can't' and we get paralyzed, directed into a realm of survival. In this state, we go to our 'tried and true' methods, often the same ones that make us unhappy or got us stuck in the first place.

Consider that for every problem there are infinite possible solutions. *Being creative means not dismissing any idea.* Repeat: no idea is wrong or bad. Even if you don't choose a certain idea, the consideration of an idea may be enough for you to find that winning solution. Make a game out of it: how many ridiculous new things can I come up with? Challenge yourself newly and you will be surprised with what you are capable of discovering.



# Unplug

**T**he next phase of SCRUFF, “Unplug”, may seem obvious but ditching the electronics is a simple way to allow space for your right brain to flourish. There are a lot of positive things that have come out of the technology age, but consider that most people do not spend a day away from their computer, phones, or TVs. Our brain is bombarded with information to process each day.

Right now your brain is trying to take in the text you are reading, the outside sounds, and the logo at the bottom of this page. It can't possibly manage it all and in order to accurately evaluate and prioritize, your brain filters out 99% of this information otherwise it would be hard to focus. When you first began reading, you may have noticed the logo, but then a few pages in, it disappeared from your awareness so you could concentrate on what you are reading.



Right-brain thinking happens in a particular 'zone' of quiet, removed from the detail-oriented technology-laden environment we live in. It gives you time to by-pass the left brain, quieting that internal analytical chatter. If you want to access your inner creativity, you want to put yourself in situations that allow for this right brain activity. Going on a retreat to a secluded forest may not be possible, but something as simple as turning off the radio when you drive, or leaving the Ipod at home when you go for a run removes the clutter that inhibits a clear mind.

One of the takeaways of this book is to learn techniques on not only tapping directly into your right brain but also turning the left brain off to give the right brain the opportunity to expand. There have been many stories of great inventions and 'ah-ha' moments happening on a drive across a bridge or in the shower. Our brain is capable of wonderful things when we give it the space to do so.



Consider this: when using technology, your brain is required to work even harder to filter through the overload of information. Much like the law of physics that states that two things can't occupy the same space, creativity has little place to live in a mind crowded with data.



# Fail

**F**ail? Just saying the word can bring up an array of emotions. One of the top things people fear is failure. *Why? Did anyone die of business failure?* Very primal parts of our brain are wired to keep us alive. When we were cavemen, the brain would signal us to run when our life was threatened by an animal or other threats. Although it is useful to have this part that warns us to not touch a hot pan to keep us from physical pain, in modern America, the likelihood of our lives being threatened in the same way as in a primordial era is wonderfully small. Still anything mentally or emotionally traumatic is experienced as similarly painful by the brain. The brain doesn't know the difference between a bear and being bullied in school! So it puts up the same 'flight or fight' mechanisms to keep us safe from both physical and emotional pain so we can 'survive'. Failure is something the brain has been designed to automatically avoid.





When we experience a version of failure- saying the wrong thing in class and being laughed at, or being rejected by your crush- we say to ourselves “I’m never doing that again.” That seems logical, right? However this thought comes from left brained thinking because it is reality based, calculated, and formulated. **The left brain tells us a fixed formula that if we do ‘a’, ‘b’ will happen and then ‘c’ is always the result.** It reacts to these hypothetical situations as though it is a hot pan that will physically hurt you. Here is how it might sound in your head: “If I touch the hot pan again, I will be burned, don’t EVER touch the hot pan again.”

This perceived ‘pain’ derived by this left brain thinking is what limits us. We either don’t act at all or we stay in our comfort zone and take actions only based off of tried and true results. Does this sound familiar? Does that sound like your business? Either way, *you set yourself up for failure.*



Either you don't pursue your great business idea because of the 'what if' or you pursue it in a limited way that keeps it from being truly successful. You gather evidence for why your idea isn't good enough and often it becomes a self-fulfilling prophecy.

Being creative, going into the unknown and allowing that risk-taking, 'out of box' right brain to contribute can be scary. The left brain doesn't like it; it says: "What if that new idea doesn't work out? All of that time and resource would be wasted." But there is a different path. The key is to understand that these thoughts aren't reality. Fears are not reality unless you are in literal, life-threatening danger. You can choose to keep doing what you are doing and have the same results, or, take a risk. What if you could reframe failure as an opportunity? What if you weren't afraid of failure? What might you come up with if fear wasn't holding you back?



How many times did Apple or Google fail before creating that winning product? Apple's first laptop, called the Apple Portable in 1989, was a flop and required many more versions before creating the beloved MacBook.\*

Google attempted to launch a video player and other software applications that never reached the same stardom as Google Ads or Google Hangouts.\*\* Many successful entrepreneurs tell a similar story of the five startups that flopped before they hit the jackpot. Consider they would have never gotten there if they stopped after the first flop. Instead these entrepreneurs stood by their vision, turned the failure into an opportunity for learning, and did not give up.

**So creativity isn't just about the idea, it is about the  
ACTION.**

\* *Business Insider*, November 2013

\*\* [Wordstream.com](http://Wordstream.com)



Here is an exercise: Talk to someone about a new idea, no matter how ridiculous, and pay attention to how the idea evolves. See how the idea moves forward. Talk to someone about your new ideas, test them out, and avoid dismissing your team's suggestions. All ideas contribute to the process.

What if you invited failure? It is difficult to know what works if we aren't aware of what didn't work. Simply understanding that your fears are illusions, allows you to pursue creativity in a new way. As John Wayne said, "Courage is being scared to death but saddling up anyway." Take on courageous risk in your business to allow creativity to flourish. Do something today in your business that you have been scared to do up until now.



# Fun

One week, I took on contacting potential high-end clients.

Whenever we have something at stake, it can be intimidating and I was afraid. But one thing I know about humans is we love games, whether it be sports, Angry Birds, or poker. A bit of fun competition drives us so I made up a game. I called it “The game of how many NOs can I get this week.”

Right brain thinking and creativity includes taking on a new perspective. By shifting the context of what seemed an insurmountable challenge into something humorous and fun, I no longer perceived making those calls as scary. I took the negative significance out of it. I got some ‘Nos’ but overall the process was a win! How? Because even though I got a few ‘Nos’, I got some ‘Yeses’ as well!

Instead of letting the ‘No’ stop me, I saw it as a point closer to my goal: the more ‘Nos’ I pursued, the more potential ‘Yeses.’



If you have a team, I highly recommend contests or incentives. A paycheck is only so motivating. Offering rewards for hard work takes the 'hard' out of work. Even if you are a solo-entrepreneur, find ways to bring games and reward systems to your everyday business life. If you have employees, create an inter-office contest with an enticing gift. Taking your team out for a relaxing weekend retreat, hiring a professional chef to cook lunch for a week, or inviting a masseuse to the office are ways to bring more fun into the workplace.

Studies show that happy employees are productive employees.\* Why else are Google, Facebook, and Apple rated the top places to work? They encourage freedom and self-expression with engaging 'fun' rooms for brainstorming and by taking care of their employees with outstanding amenities. Remember, activating the right brain releases 'feel good' chemicals. Using fun to recreate these chemicals will aid in your team's creativity.

\*Amabile & Kramer. (2011) *NY Times*.



I also recommend that you bring fun into areas of your life outside of business. It is a misconception that hard work is the only path to success. Our minds and bodies need rest and relaxation in order to rejuvenate, otherwise we work by habit often at the risk of our health. How is this ever productive? What difference would it make for you and your business if you were having more fun in general? What difference would this make for your employees in energy levels and innovation if they were encouraged to make their lives outside of work an equal priority?

Creativity is a form of play- it uses the imagination and is enjoyable, so by making play more accessible, you naturally spark creativity. Immerse yourself in a new, engaging environment or go to a museum for inspiration. Carve out time to socialize, laugh more, join a non-recreational sport, run outside with your kids (or your dog). Sometimes, the best ideas happen when you aren't trying so hard.



# Conclusions

By understanding the neurological make-up of our brains and the psychology behind creativity, these TRBE techniques give you access to a natural way to improve productivity. By using these methods, you can make creativity easy and innovation accessible. Start by taking one of the SCRUFF elements and find small ways to integrate them into your life. Try it on for a week to see what shows up. Pay attention to your reactions. Try to listen to your right brain more often. I guarantee if you try one element for a week you'll be surprised by the results.

It is a natural reaction to resist or question this technology. It may make sense in theory, but we've been trained to be skeptical. Isn't that what the left-brain is for? To analyze, criticize, and calculate risk before we act? Perhaps you are asking, "How can having fun really help me in my business? Failure isn't going to put profits in my pocket."





I am not arguing for a full U-turn or radical approach. Rather, what I suggest is that you integrate both hemispheres for full brain performance. Albert Einstein stated, 'Insanity is doing the same thing over and over again and expecting a different result.' For many entrepreneurs who are struggling, they are unaware that they are doing more of the same to tackle their ongoing challenges. By adding the SCRUFF technology, you are doing something different. Creativity and innovation are the essence of bringing new, better results to your business.

If you want to create a new outcome, you must take a new action. More prevalent research and articles are showing the trend toward art-based training in corporations to improve innovation and team-building.\* By reading this book and taking these recommended actions, you will be following the lead of some of the most successful and innovative companies in the world.

\*See our [Resource](#) section



As you expand your right brain thinking, you will enjoy the same benefits as these leading companies: larger profits. This is the natural result of an integrative and creative team, improved problem-solving, and streamlined productivity. The Right Brain Entrepreneur methodologies are formulated so that you can truly master your mind for success.



# Next Steps

If you are looking for more ways to expand your creativity and innovation using these new techniques, you may be interested in additional training. The TRBE website currently offers over four hours of video training. These cover what I consider the 4 pillars required to build a strong foundation for business in the same way as leading innovators like Apple and Google. Based in advanced technology that taps directly into the right brain, you can:

- ❖ **Discover your 'WHY' and build a business vision that communicates to your customers for a loyal following**
- ❖ **Learn how to plan effectively using mind techniques revered by Albert Einstein and other thought leaders**
- ❖ **Understand the psychology of human beings and how to apply this to your marketing to leave your competition in the dust**
- ❖ **Never give up and face challenges with ease through stress & time management tips that harness your brain's full potential**

**Access these trainings [HERE](#) for a special discount.**



If you are a corporation looking for the ultimate, hands-on experience, The Right Brain Entrepreneur offers exclusive, private workshops. At your office, I can present this material to your staff in an interactive manner that accesses the right brain and compounds the lessons of this book. You and your team are trained on how to bring creativity back into the office, while instantly improving team morale, communication and problem-solving. Learn more about our ground-breaking, scientifically proven workshops [HERE](#).

Finally, for anyone who is seeking out powerful and fast results through a personalized plan that is specific to you and your business, I provide one-on-one coaching. With access to all online training and weekly sessions, you will produce an individualized road map toward your goals, with specific actions to take and measurable results. View the packages available [HERE](#).



I am often updating my website with local events, online courses, articles, and right brain tips. If you have purchased this book, you will be learning more about what is offered through my newsletter. If you ever have any questions or comments, I respond to every email individually within 48hours. I welcome your feedback.

I hope you found what you were looking for in reading this book. As it shifts your business and results, I would love to hear about your success stories so please contact me as you take on your right brain and share your progress on our [Facebook](#) page. Remember, you *already* have everything you need to be creative and successful; the power is innate and waiting to be unleashed.

**Your fullest potential awaits.**



# Resources

- [Ken Robinson Video](#)

## Articles:

- [Split Brain Testing](#)
- [Art-Based Training in Business](#)
- [Art and Dopamine](#)
- [Art and Happiness](#)

## Training & Workshops

- [Online Courses](#)
- [One-on-One Coaching](#)
- [Executive Workshops](#)



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